FIG. 1

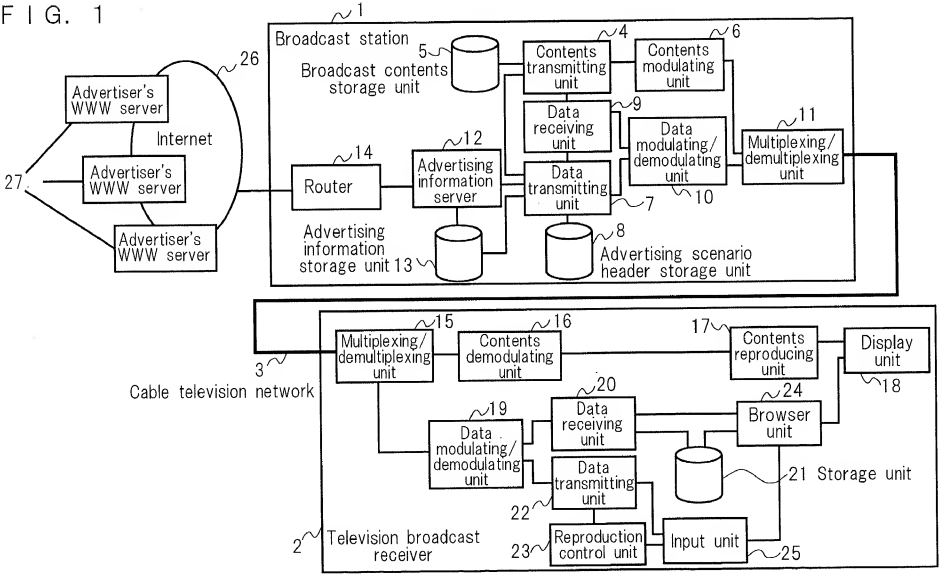

1
Broadcast station
5
Broadcast contents storage unit
4
Contents transmitting unit
6
Contents modulating unit
9
Data receiving unit
11
Multiplexing/ demultiplexing unit
Data modulating/ demodulating unit
10
12
Advertising information server
14
Router
Data transmitting unit
7
8
Advertising scenario header storage unit
Advertising information storage unit 13
26
Advertiser's WWW server
Internet
Advertiser's WWW server
27
Advertiser's WWW server
3
Cable television network
15
Multiplexing/ demultiplexing unit
16
Contents demodulating unit
17
Contents reproducing unit
Display unit
18
20
Data receiving unit
24
Browser unit
19
Data modulating/ demodulating unit
Data transmitting unit
21 Storage unit
22
2
Television broadcast receiver
23
Reproduction control unit
Input unit
25

FIG. 2

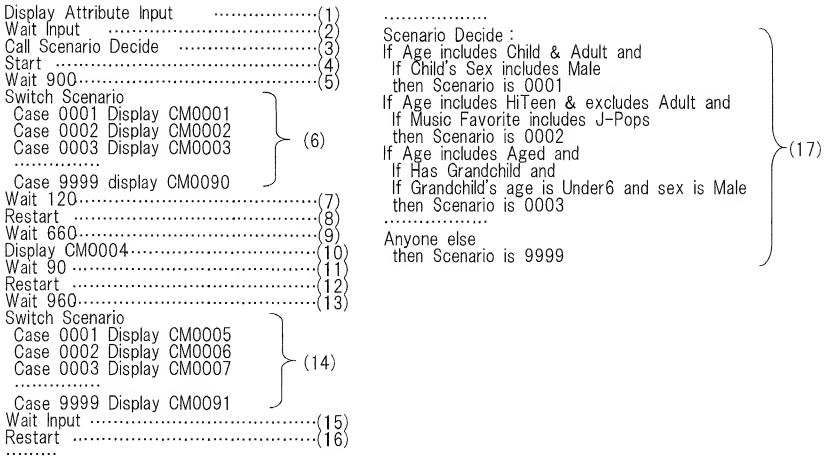
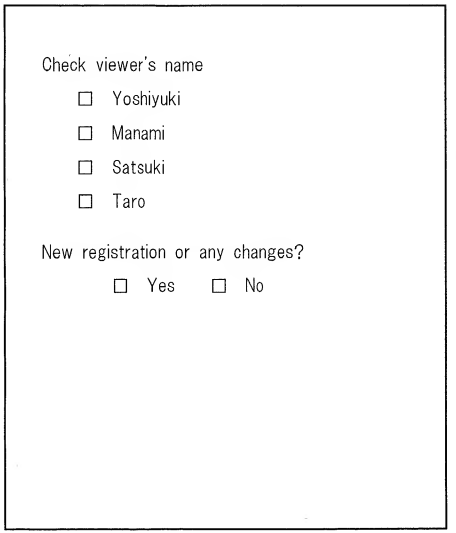
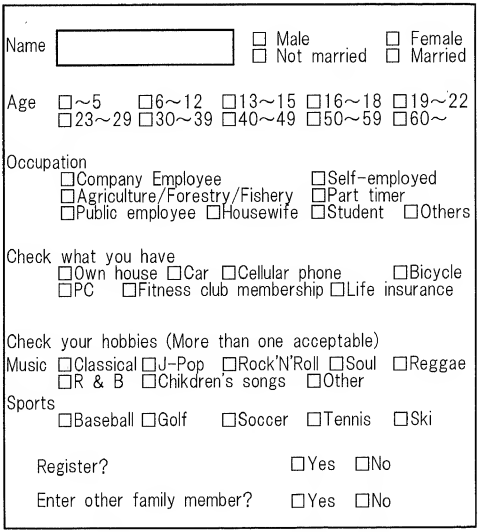

Display Attribute Input (1)
Wait Input (2)
Call Scenario Decide (3)
Start (4)
Wait 900 (5)
Switch Scenario
Case 0001 Display CM0001
Case 0002 Display CM0002
Case 0003 Display CM0003
Case 9999 display CM0090
(6)
Wait 120 (7)
Restart (8)
Wait 660 (9)
Display CM0004 (10)
Wait 90 (11)
Restart (12)
Wait 960 (13)
Switch Scenario
Case 0001 Display CM0005
Case 0002 Display CM0006
Case 0003 Display CM0007
Case 9999 Display CM0091
(14)
Wait Input (15)
Restart (16)
Scenario Decide :
If Age includes Child & Adult and
If Child's Sex includes Male
then Scenario is 0001
If Age includes HiTeen & excludes Adult and
If Music Favorite includes J-Pops
then Scenario is 0002
If Age includes Aged and
If Has Grandchild and
If Grandchild's age is Under6 and sex is Male
then Scenario is 0003
Anyone else
then Scenario is 9999
(17)

FIG. 3



(a) Normal screen



(b) Screen for new registration/changes

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FIG. 4

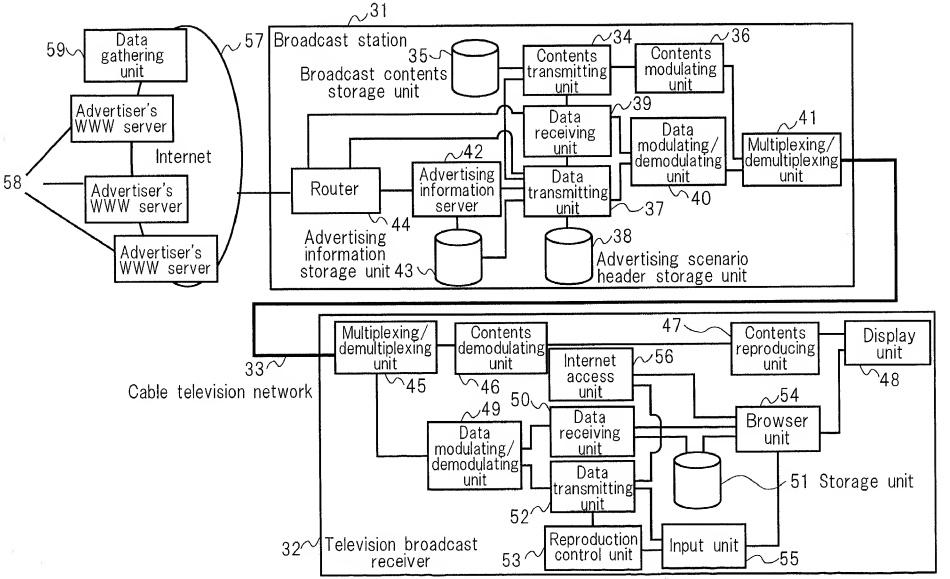
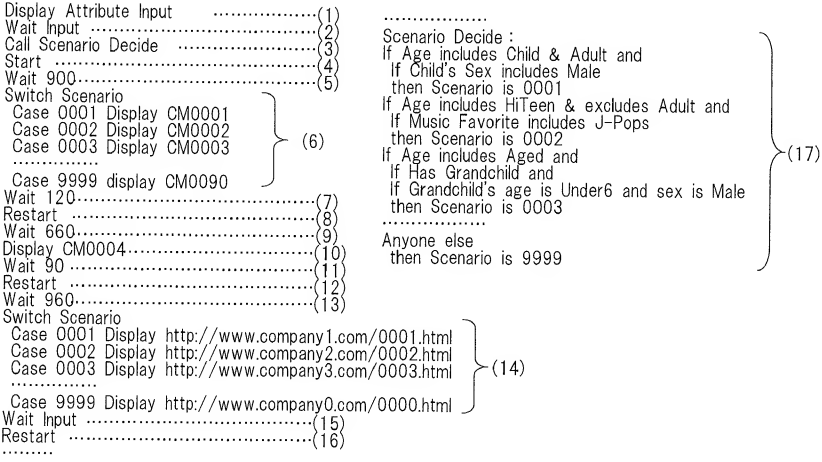


FIG. 5


Display Attribute Input ……(1)
Wait Input ……(2)
Call Scenario Decide ……(3)
Start ……(4)
Wait 900……(5)
Switch Scenario
Case 0001 Display CM0001
Case 0002 Display CM0002
Case 0003 Display CM0003
……
Case 9999 display CM0090
(6)
Wait 120……(7)
Restart ……(8)
Wait 660……(9)
Display CM0004……(10)
Wait 90 ……(11)
Restart ……(12)
Wait 960……(13)
Switch Scenario
Case 0001 Display http://www.company1.com/0001.html
Case 0002 Display http://www.company2.com/0002.html
Case 0003 Display http://www.company3.com/0003.html
……
Case 9999 Display http://www.company0.com/0000.html
(14)
Wait Input ……(15)
Restart ……(16)
……
……
Scenario Decide :
If Age includes Child & Adult and
If Child's Sex includes Male
then Scenario is 0001
If Age includes HiTeen & excludes Adult and
If Music Favorite includes J-Pops
then Scenario is 0002
If Age includes Aged and
If Has Grandchild and
If Grandchild's age is Under6 and sex is Male
then Scenario is 0003
……
Anyone else
then Scenario is 9999
(17)